

**City of Greensboro Planning Department
Zoning Staff Report
January 9, 2006 Public Hearing**

The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.

Item: E
Location: 310 West Meadowview Road (North side of West Meadowview Road and south side of Village Green Drive between Randleman Road and Soabar Street)

Applicant: Ivan Gottleb, Manager
Owner: Heritage House 310, LLC

From: CD-PDI
To: CD-PDI

Conditions: 1) Uses: All uses permitted in RM-26 plus indoor amusements and recreation; commercial ballroom and conference and special event facilities; bar; club or lodge; hair salon and similar personal service uses; convenience market and similar retail uses not to exceed 6,500 square feet; restaurants not to exceed 5,300 square feet; and office uses not to exceed 1,800 square feet.
2) Property to be developed substantially in accordance with the PDI Rezoning Sketch Plan submitted with the rezoning application dated September 30, 2004 with no more than 178 residential condominium units.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Heritage House
Acreage	6.93 acres
Physical Characteristics	<i>Topography:</i> Flat <i>Vegetation:</i> None <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Industrial/Corporate Park
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Office/Warehouse	LI
<i>South</i>	Carolina Commons Nursing Rehab Center / El's Sports Bar & Lounge	RM-26/HB
<i>East</i>	Carolina Commons Nursing Rehab Center / Dougherty Equipment	CD-GO-H
<i>West</i>	Commercial Businesses	HB

ZONING HISTORY		
Case #	Year	Request Summary
3302	2004	This property was rezoned from RM-26 to CD-PDI by the Zoning Commission in November 2004.
3166	2003	A request to rezone the subject property from CU-GO-H to RM-26 was approved by the Zoning Commission in June 2003.
2330	1992	A request to rezone the subject property from CU-GO-H to CU-GO-H was approved by the Zoning Commission in July 1992. This rezoning limited the subject property to congregate care, nursing home, retirement community and accessory uses. At this time, the adjacent parcel to the east was also zoned CU-GO-H with uses limited to a convalescent and nursing home. This rezoning resulted in a reconfiguration of the lot lines approved as part of CU #2320 but did not change the uses of both properties.
2320	1992	A request to rezone both parcels from CU-Commercial N to CU-Commercial N was approved by the Zoning Commission in April 1992. Both tracts were classified as CU-GO-H at the time of city-wide remapping to implement the UDO in July 1992.
2282	1990	A request to rezone both tracts from Industrial L to CU-Commercial N was approved by the Zoning Commission in October 1990. This was the initial request to permit use of the tracts for congregate care, nursing home, and retirement community (subject property) and for a convalescent and nursing home (parcel to the east).

DIFFERENCES BETWEEN CD-PDI (EXISTING) AND CD-PDI (PROPOSED) ZONING DISTRICTS
CD-PDI: Intended to accommodate residential, commercial, office, and neighborhood business uses developed on small tracts of land as infill development within currently built up areas in accordance with a Unified Development Plan.
CD-PDI: Same as above. This proposal adds a bar and club or lodge to the permitted uses of the property as established by the 2004 rezoning of the property.

TRANSPORTATION	
Street Classification	Randleman Road – Major Thoroughfare, W. Meadowview Road – Minor Thoroughfare, Soabar Street – Subcollector, Village Green Drive – Local Street.
Site Access	Existing.
Traffic Counts	Randleman Road ADT = 24,000.
Trip Generation	24 Hour = 1,555, AM Peak Hour = 228, PM Peak Hour = 190.
Sidewalks	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side of all other street types.
Transit	Yes.
Traffic Impact Study	A technical memo was completed in order to compare the existing land use (350 unit Hotel) to the proposed development and a parking study was completed to verify the number of parking spaces required for this redevelopment. This memo verified that the trip generation for the new development is approximately the same as the existing use. Therefore, since there was not an appreciable increase in trips under the City's Ordinance a TIS is not required. The study also stated that the existing parking spaces (368 spaces) will be more than adequate for the proposed reuse.
Street Connectivity	N/A.
Other	N/A.

ENVIRONMENTAL REVIEW	
Water Supply Watershed	No, site drains to South Buffalo
Floodplains	N/A
Streams	N/A
Other	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
<i>North</i>	N/A
<i>South</i>	N/A
<i>East</i>	N/A
<i>West</i>	N/A

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

Connections 2025 Written Policies:

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

Connections 2025 Map Policies:

The area requested for rezoning lies within the following map classifications:

Industrial/Corporate Park: This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. Although new residential development is discouraged in areas designated for this land use category, pre-existing residential uses may be present in or adjacent to these areas. As established industrial areas redevelop, such residential, institutional, or similar uses should be protected from adverse impacts (heavy truck traffic, significant outside storage, factors such as noise, dust, and glare, etc.) through performance-based standards, buffers, and proper separation from noxious uses.

Reinvestment Corridor: Reinvestment corridors are older commercial corridors that would benefit from significant public and private investment to enhance their economic viability and strengthen adjacent neighborhoods.

CONFORMITY WITH OTHER PLANS

The following aspects of relevant plans may be applicable in this case:

City Plans: N/A

Other Plans: N/A

STAFF COMMENTS

Planning: This property formally housed the Village Green Retirement Center and was referred to as Tract A in several previous rezoning applications. In the early 1990's the property known as Tract B was rezoned to permit the construction of a 130-bed nursing facility immediately adjacent to the Village Green Retirement Center. This facility, formerly known as Britthaven Nursing Home, finally was constructed on the south side of the Center. In 1997 the property east of and adjacent to Tract B was rezoned to conditional General Office – High Intensity (#2626) to permit a skilled nursing facility to be developed in conjunction with the facility on Tract B. This facility has become Carolina Commons Healthcare & Rehabilitation Center.

On June 9, 2003 the Zoning Commission approved a rezoning from CU-GO-H to RM-26 for Tract A (the then vacant Village Green Retirement Center). At the time, the property owner was Central Carolina Bank & Trust who acquired the property in 2000 through foreclosure and was trying to find a suitable use for it. The purchaser of this property was a group of individuals who had experience in converting properties such as this one into residential condominiums for sale. This project was called Heritage House and initially was envisioned to consist of approximately 180 residential condos with a variety of units from studio condos up to two- and three-bedroom units.

The Planning Department recommended in favor of that RM-26 rezoning request. Staff pointed out that although the Generalized Future Land Use Map designated this and surrounding property as Industrial/Corporate Park, the proposal was an adaptive reuse of a former residential facility, an assisted living retirement home. The description for Industrial/Corporate Park recognized that situations like this would occur since it specifically mentioned that, although new residential development is discouraged in areas designated for that land use classification, pre-existing residential uses may be present in or adjacent to these areas. Staff pointed out that this section of Randleman Road was in a Reinvestment Corridor. It is an older commercial corridor that would benefit from significant public and private investment to enhance economic viability. Staff felt the request was consistent with that growth strategy provision in Connections 2025. Staff also pointed out that adaptive reuse of the property was in line with other recent upgrading efforts in the immediate vicinity such as the Greensboro Antiques Mall, the new drugstore at the southeast corner of Randleman Road and West Meadowview Road, and the improvements made to Spring Valley Shopping Center.

On November 8, 2004, the Zoning Commission approved a rezoning from CD-RM-26 to CD-PDI for this property. This previous rezoning proposal to CD-PDI built upon the initial vision for this property. The proposed Heritage House project consisted of a true mixed use development containing 109 one-bedroom condominiums; 68 two-bedroom condominiums; an approximate 22,100 square foot combination indoor amusement and recreation, commercial ballroom, and conference/special event facilities; approximately 6,500 square feet for a convenience market and similar retail uses; approximately 5,300 square feet for two restaurants; and approximately 1,800 square feet for offices. Conditional District – Planned Unit Development – Infill was an appropriate zoning district to accommodate the proposed variety of uses in this mixed use development.

Since that time, the applicant has expressed interest in expanding the list of permitted uses to include a bar, club or lodge and the condition listing permitted uses has been modified to reflect this.

The reasoning applied to support the rezoning of this property in the past applies to the current CD-PDI proposal. Not only does this request meet the Reinvestment/Infill, and Housing and Neighborhoods goals, but it is located in a Reinvestment Corridor and promotes Comprehensive Plan policies such as adaptive reuse, mixed use development, compact development, and new patterns and intensities of land uses to increase economic competitiveness and enhance quality of life.

GDOT: No additional comments.

Water Resources: No additional comments.

STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.

ADDITIONAL INFORMATION

Memorandum

To: Ms. Carrie Reeves, PE
City of Greensboro Department of Transportation

From: Stephen Stansbery, AICP, Kimley-Horn and Associates, Inc
Jonathan Guy, EI, Kimley-Horn and Associates, Inc

Date: September 30, 2004

Subject: Heritage House Transportation Impact Study
Greensboro, North Carolina

Kimley-Horn and Associates has evaluated the potential transportation impacts of the proposed Heritage House redevelopment project located on Meadowview Road east of the intersection of Randleman Road. An application has been submitted to the City of Greensboro which considers the redevelopment of the former hotel site to a mixed-use development.

The proposed Heritage House project consists of 109 one-bedroom condominiums, 68 two-bedroom condominiums, a 22,102 square foot indoor recreation/conference area, a 3,000 square foot restaurant, a 2,300 square foot restaurant, and a 6,419 square foot convenience store. The Heritage House project is an adaptive re-use of the former hotel building and represents an infill project which is consistent with the adopted Greensboro Comprehensive Plan. Figure 1 shows the location of the site.

Randleman Road is classified as a major thoroughfare on the adopted Greensboro Urban Area Thoroughfare Plan. Within the study area the roadway exists as an undivided multi-lane roadway with a center two-way left-turn lane. Two through lanes exist northbound and three through lanes exist southbound. Sidewalks are located on both sides of Randleman Road. The posted speed limit is 45 mph.

Meadowview Road is classified as a minor thoroughfare on the adopted thoroughfare plan. Within the study area the roadway exists as a four-lane section. Two westbound through-lanes, a center two-way left- turn lane, and one eastbound through lane comprise the typical section. The posted speed limit is 35 mph. Sidewalks are present on both sides of the street. Table 1 depicts ADT's collected by the North Carolina Department of Transportation (NCDOT) and the Greensboro Department of Transportation (GDOT) as well as intersection volume.

Table 1 Average Daily Traffic Volumes	
2003 ADT (GDOT)	
Randleman Road	24,000 vpd
2003 Intersection Volume (GDOT)	
Randleman Road	32,475 vpd
2001 ADT (NCDOT)	
Randleman Road	24,000 vpd

Given the redevelopment/infill characteristics of the proposed heritage House development, a comparison of the trip generation for the previous Hotel land use and the proposed mixed-use development has been provided.

The traffic generation potential of the development was estimated using the generation rates published in *Trip Generation* (Institute of Transportation Engineers, Seventh Edition, 2003). Table 2 shows the approximate trip generation of the existing development.

Table 2 ITE Traffic Generation (vehicles)							
Land Use Code	<i>Land Use</i>	24 Hour		AM Peak Hour		PM Peak Hour	
		In	Out	In	Out	In	Out
310	350 Room Hotel	1,380	1,379	118	75	110	97
TOTAL		1,38	1,379	118	75	110	97

Traffic expected from the site based on the proposed development was calculated using the rates and equations outlined in the seventh edition of Trip Generation. Given the mixed-use nature of the proposed Heritage House redevelopment, a 25% internal capture rate was applied to the trip generation potential. The internal capture rate of 25% was approved by the City of Greensboro Planning Department and GDOT. Table 3 summarizes the daily and peak-hour trips associated with the proposed mixed-use development.

Table 3 ITE Traffic Generation (vehicles)							
Land Use Code	<i>Land Use</i>	24 Hour		AM Peak Hour		PM Peak Hour	
		In	Out	In	Out	In	Out
232	177 Dwelling Unit High Rise Condominiums	222	222	15	65	47	29
492	26,502 SF Heath/Fitness Club	437	436	16	21	55	53
814	6,419 SF Specialty Retail	156	156	71	76	18	14
932	3,500 SF High Turnover Sit-Down Restaurant	223	222	21	19	23	15
<i>Subtotal</i>		<i>1,038</i>	<i>1,036</i>	<i>123</i>	<i>181</i>	<i>143</i>	<i>111</i>
<i>25% Internal Capture</i>		<i>260</i>	<i>259</i>	<i>31</i>	<i>45</i>	<i>63</i>	<i>28</i>
TOTAL		778	777	92	136	107	83

A comparison of the trip generation for the former hotel and proposed Heritage House development generally reveals a comparable number of peak-hour trips. Therefore, minimal impacts are expected to the adjacent roadway network.

PARKING

Given the mixed-use nature and scale of the proposed Heritage House development, a shared parking analysis was completed. The shared parking analysis indicates realistic parking space demands in one-hour increments. A review of parking references including the Institute of Transportation Engineers (ITE), the Urban Land Institute (ULI), and site documents revealed that a 25% internal capture of the demand generated by the restaurant and retail spaces would be reasonable. The result of the shared parking analysis for the proposed Heritage House development showed a demand for 350 spaces, a reduction of 37 parking spaces from that which is required by the City of Greensboro parking requirements. The result of this parking analysis is a parking surplus of 18 spaces based on the current zoning sketch plan. Additional parking may be required is a more intense land-use combination is proposed.

The proposed site plan for the project provides 346 parking spaces for residents of the condominiums and accessory development. Under the proposed plan, 350 on-site parking spaces are required to accommodate the development. With the addition of the 22 spaces along the rear of the property, a surplus of 18 spaces is available.

SUMMARY INFORMATION

- Comparison of former hotel trip generation and proposed site trips reveal comparable volumes with minimal impacts expected.
- Based on existing GDOT average daily traffic counts, capacity exists to accommodate the proposed development.
- The Heritage House Site has 368 parking spaces
- The proposed mixed-use development would require 387 spaces under the City of Greensboro parking requirements
- The shared parking analysis concluded that the required parking could be reduced by 37 spaces due to likely internal capture
- When considering the internal capture parking reduction, the proposed redevelopment project has a parking surplus of 18 parking spaces

